



DEPARTMENT OF THE NAVY

COMMANDER
NAVAL RESERVE READINESS COMMAND
REGION EIGHT
BOX 90, NAVAL AIR STATION
JACKSONVILLE, FLORIDA 32212-0090

CANC FRP: OCT 00
IN REPLY REFER TO:

REDCOMEIGHTNOTE 5720
NO1H1
03 FEB 00

REDCOM EIGHT NOTICE 5720

Subj: PUBLIC AFFAIRS GUIDANCE (PAG) AND RESOURCES

Ref: (a) SECNAVINST 5720.44A
(b) "Focus 2000" Naval Reserve Public Affairs Vision and Strategy undated
(c) SECNAVINST 5724.3
(d) Web Site (Chartroom: www.chinfo.navy.mil/chartoom)
(e) SECNAVINST 5211.5D

Encl: (1) Disposable Camera Purchase and Usage Information
(2) REDCOM Eight Public Affairs Plan

1. Purpose. To issue policy and guidance for public affairs activities within Naval Reserve Readiness Command Region Eight (REDCOM Eight). To provide information on public affairs resources available to activities within REDCOM Eight.

2. Background. References (a) through (d) provide primary policy and guidance for all Navy and Naval Reserve public affairs matters. Enclosure (1) provides information concerning public affairs resources available to Reserve Center commanding officers and collateral duty public affairs officers. Enclosure (2) will assist the Reserve Center/Unit commanding officers and collateral duty public affairs officers in planning public affairs activities and in submitting quarterly **"Readiness Reporter"** articles.

3. Discussion. Reference (a) provides primary policy and guidance for all Navy and Naval Reserve public affairs matters. It should be consulted for the reporting of significant events, release authority, formats for public affairs documents, etc. Reference (b) establishes the vision and strategy of Naval Reserve Force Public Affairs into the 21st Century. Reference (c) contains the policies for the Fleet Hometown News program. Reference (d) is an Internet web site, which contains the newest PA tool available to the Navy Community. This website provides a wealth of info ranging from speeches and PAG messages, to the PA Handbook and themes and communication points. The website is

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not advertised to the general public, but is available on the Internet for all Navy people who interact with internal and external audiences. That includes all PA specialists, Commanding Officers, Executive Officers, Flag Officers, speechwriters, Command Master Chiefs, Reserve PAOs and anyone else in a communication role, and for collateral duty public affairs officers who have little or no background in public affairs.

4. Cancellation. REDCOMEIGHTNOTE 5720 of 21 AUG 98.


M. M. JOHNSON
Chief of Staff

Distribution: (REDCOMEIGHTINST 5216.1V)
Lists B, C

Stocked: REDCOM Eight (NOLA)

Disposable Camera Purchase and Usage

Purpose. To provide guidance for all personnel desiring to use disposable cameras to document Reserve Center and unit/individual training and activities (i.e. annual training exercises, distinguished visitors visits, community relations projects and activities) for public affairs purposes. Resulting photos and articles will be submitted via the Reserve Center commanding officer for approval, and then to REDCOM Eight Public Affairs for marketing to military-related publications.

Action. The Reserve Center or unit commanding officer will request a 35mm disposable camera from the Reserve Center storekeeper to document public affairs activities. The REDCOM Eight Comptroller (N8) will provide funding for camera purchases. The camera will be returned to the Reserve Center for film development. It is recommended a set of double prints be developed, one for public affairs usage, the other for the unit/center archive. The names, ranks/titles and actions of individuals in each photo should be neatly written on the back of each photo or typed on a sheet of paper taped to the back of each photo.

To properly document the training or activity, the attached article and photo worksheets must be completed. All articles, photos, or worksheets must be approved by the Reserve Center commanding officer before submission to REDCOM Eight Public Affairs (NO1H1).

Enclosure (1)

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Article Worksheet

Reserve Center CO Approval (Signature/date):

Unit CO Approval (Signature/date):

Telephone Number:

Section I. Point of Contact Information

Unit:

Unit POC, Title, Telephone Number:

Reserve Center:

Section II. Article Information (Use separate pages if needed)

Training (circle) IDT/IDTT/AT/ADT/ADSW/Other:

Training Dates and Location:

Purpose of Training:

Activities/Accomplishments:

Unit CO/Individual quotes about training/activities to be published:

If photos used, please fill out photo worksheet. Send worksheets or article and photos to APAO (NOLH1), Box 90, Jacksonville, Florida 32212-0090. Questions, call REDCOM Eight Public Affairs (800) 201-4199, x125, or email the APAO: rc08n01k@navresjax.jaxm.navy.mil.

Photo Worksheet - One Per Photo

(Please duplicate this form and provide one completed form per photo.)

Reserve Center CO Approval (Signature/date):

Unit CO Approval (Signature/date)

Telephone Number:

Section I. Point of Contact Information

Unit:

Unit POC, Title, Telephone Number:

Reserve Center:

Section II. Photo Caption Information

From left to right, list rank/rate, full name, service component, title of persons pictured in photo; briefly describe activity shown in photo:

Send article or article worksheet, photos and photo worksheets to APAO (NOLH1), Box 90, Jacksonville, Florida 32212-0090. Questions, call REDCOM Eight Public Affairs (800) 201-4199, x125, or email the APAO: rc08n01k@navresjax.jaxm.navy.mil.

REGION EIGHT FISCAL YEAR 2000 PUBLIC AFFAIRS PLAN

1. **Mission.** To prepare Selected Reservists (SELRES) for mobilization and to manage Naval Reserve programs assigned by Commander, Naval Surface Reserve Force (CNSRF).

2. **Target Markets.** The subject matter of the news articles and photos will determine what target audience needs access to the information. Per reference (e), Privacy Act guidelines must be adhered to. Markets normally include but are not limited to:

- a. Region Eight military personnel
- b. Families of Region Eight military personnel
- c. Naval Reserve and Surface Reserve Force personnel
- d. Total Force active duty military personnel
- e. Navy Southeast Region
- f. Civilian Employees
- g. General Public

3. **Communications Outlets.** The subject matter of the news articles and photos will determine which internal or external publication will receive the information. Current resources for communication outlets are:

- a. REDCOM Eight Web Site
- b. Plan of the Month/Bulletin Boards
- c. Readiness Reporter (RR)
- d. Radio and Television
- e. Other military and civilian publications

4. **Assumptions.** Considerations taken into account when planning public affairs activities.

a. Communication Appraisal:

- (1) We are responsible stewards of taxpayers dollars.
- (2) We are committed to protecting the environment.
- (3) We are committed to volunteering and improving our communities.
- (4) We are committed to using evolving technologies to accomplish our goals.
- (5) General public and media do not distinguish between the active United States Navy and the United States Naval Reserve. However, such distinctions are helpful to create an awareness of the Naval Reserve commitment to the Total Force.
- (6) All REDCOM Eight Reserve Centers are on-line with individual web sites.
- (7) Once the Region's Intranet is operational, the Region's quarterly newsletter will be available online for downloading and distribution.
- (8) Not all personnel have access to the Internet and REDCOM Eight web site.
- (9) Public affairs methodologies must be simple and concise so REDCOM Eight personnel will want to provide stories and photos for the Readiness Reporter. An example of this simplicity is the availability of disposable cameras to Region personnel for documentation of command training activities and events.

b. Monthly communication themes designated by REDCOM Eight Public Affairs Department will assist personnel in developing ideas for stories and article submissions for the Readiness Reporter and the other Navy publications. The quarterly ideas and themes are:

- (1) 1st Quarter FY-00 Theme: Navy People
 - (a) Navy Birthday (13 Oct)

- (b) Native American Indian Heritage Month (Nov)
- (c) USMC Birthday (10 Nov)
- (d) Veteran's Day (11 Nov)
- (e) Great American Smokeout (18 Nov)
- (f) Military Family Appreciation Week (22-26 Nov)
- (g) Pearl Harbor Day (7 Dec)
- (h) Congressional Authorization of Medal of Honor
(21 Dec)

(2) 2nd Quarter FY-00 Theme: Reservist of the Future

- (a) African-American/Black History Month (Feb)
- (b) Women's History Month (Mar)
- (c) Naval Reserve Birthday (3 Mar)

(3) 3rd Quarter FY 00 Theme: Protecting the Environment

- (a) Earth Day (22 Apr)
- (b) Asian-Pacific Heritage Month (May)
- (c) Memorial Day (31 May)
- (d) Flag Day (14 June)

(4) 4th Quarter FY-00 Theme: Core Values

- (a) Independence Day (4 July)
- (b) REDCOM Eight Annual Essay Contest
- (c) Hispanic Heritage Month (Sep-Oct)
- (d) POW/MIA Week (19-25 Sep)

c. REDCOM Eight staff, RESCEN Commanding Officers, Full Time Support and SELRES personnel will support implementation of this plan by coordinating in advance with Public Affairs any speeches or interviews.

d. Some RESCENS will develop their own ideas for communicating the Region's message and will request assistance in developing ideas, marketing stories to media, etc.

e. Many, but not all, media will be receptive to requests for coverage of Region, RESCEN, and unit activities.

5. Public Affairs Goals

a. Initiate focus on the Region-wide effects of CNSRF's Infrastructure Plan 2000 (IP 2000) concerning the establishment of Naval Reserve Fleet Support Commands and the disestablishment of REDCOM Eight.

(1) Announce IP-2000 through coordination with CNSRF.

(2) Develop IP-2000 update column for the Readiness Reporter and REDCOM Eight web site.

(3) Create speaking opportunities for REDCOM Eight with local civic organizations, main chapters of defense related organizations, main chapters of defense related organizations. Highlight command's economic and personnel contributions. (All goals can use this message/objective)

b. Continue highlighting innovation throughout the Region. Focus on how Full-Time Support personnel are using existing assets to more quickly and efficiently support SELRES by reducing administrative and non-ITP requirements, and progress of programs such as "AT (Annual Training) in the Field Report success and innovative concepts of AT in the Field in news release.

c. Promote peacetime contributory support as an essential mission.

(1) Publish and submit articles on acting as responsible stewards of taxpayers money and environment.

(2) Solicit articles on unit and individual training, especially annual training.

(3) Stimulate interest in Naval Reserve and contributory support mission by timing REDCOM Eight participation in a community event in the Jacksonville area on 3 March 2000 (Naval Reserve Birthday)